

Message Text

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PAGE 01 ROME 07404 062248Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----071050Z 059394 /22

R 061535Z MAY 77
FM AMEMBASSY ROME
TO SECSTATE WASHDC 4430
USDOC WASHDC
INFO AMCONSUL NAPLES
AMCONSUL MILAN

UNCLAS ROME 7404

MILAN PASS TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJ: FY-1977 COUNTRY COMMERCIAL PROGRAM (CCP)-- SECOND
QUARTER PROGRESS REPORT

1. ALL ACTIONS COMPLETED BY MARCH 31 WITH THE EXCEPTIONS
NOTED BELOW:

2. CAMPAIGN 1. ALL ACTIONS COMPLETED. ACTION 4: CALLS
YIELDED 13 PRIVATE TRADE OPPORTUNITIES (PTOS) WITH TOTAL
VALUE OF OVER 17 MILLION DOLLARS.

3. CAMPAIGN 2. ALL ACTIONS COMPLETED, INCLUDING VERY
SUCCESSFUL AIR TRAFFIC CONTROL TECHNICAL SEMINAR IN ROME,
JANUARY 25-27. COORDINATED COUNTRY-WIDE PROMOTION EFFORT
RESULTED IN ATTENDANCE BY UNUSUALLY LARGE NUMBER OF FIRST
QUALITY PROSPECTS, INCLUDING MANY FROM OUTSIDE OF ROME.
(FOR COMPLETE REPORT ON SEMINAR, SEE ROME 1638). TOTAL OF
65 PERSONAL CALLS, 525 LETTER, 245 TELECONS. ACTION 3:
PRELIMINARY WORK IN SUPPORT OF PARIS AIR SHOW BEGUN. ACTION 4:
7 PERSONAL CALLS; ONE PTO VALUED AT DOLS 18 MILLION. ACTION 5:
2 SCAMBI ARTICLES PUBLISHED.
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4. CAMPIAGN 3. ACTION 2: WE HAVE DECIDED TO END THE PRACTICE
OF ISSUING PRESS RELEASES THROUGH USIS UNRELATED TO SPECIFIC
MILAN TRADE CENTER AND OTHER SHOWS: FOREIGN BUYER PROGRAM
EFFORTS, OR OTHER SPECIAL EVENTS. THESE HAVE NOT BEEN EFFECTIVE IN
THE PAST. SCAMBI OR IL SOLE-24 ORE ARE MORE APPROPRIATE FOR
THEMATIC ARTICLES. (NOTE: SCAMBI NO. 3 (MARCH) WAS DEVOTED

ALMOST EXCLUSIVELY TO "ENERGY", WITH MAJOR ARTICLES ON ALTERNATE ENERGY SOURCES, SOLAR ENERGY, CONSERVATION, AND THE NEW WINDMILL TECHNOLOGY.) ACTION 3: "COMMERCE AMERICA" ARTICLE NOT PREPARED DUE TO DEPARTURE OF SCIENCE COUNSELOR. ACTION 4: 28 PERSONAL CALLS MADE, 2 PTOS DEVELOPED, VALUE OVER DOLS 2 MILLION. MUCH EFFECTIVE WORK DONE BY CONSULATE PALERMO VIS-A-VIS SECOND SOLAR ENERGY UTILIZATION SEMINAR/EXPOSITION.

5. CAMPAIGN 4. AGAIN, NO PRESS RELEASES ISSUED BECAUSE OF REASONS CITED ABOVE PARA 4. INDUSTRY CALLS RESULTED IN 11 PTOS WORTH ESTIMATED DOLS 20 MILLION.

6. CAMPAIGN 5. ALL ACTIONS COMPLETED. 800 LETTERS AND TELEXES SENT; 158 PERSONAL CALLS MADE; 415 TELECONS. SCAMBI ARTICLE PUBLISHED. RECEPTION FOR BLUE-RIBBON PROSPECTS HELD IN ROME MARCH 10; 55 ATTENDED. MILAN TRADE CENTER SHOW MARCH 22-26 RESULTED IN APPOINTMENT OF TWO AGENTS; 30 MORE EXPECTED TO BE CONCLUDED WITHIN 12 MONTHS; IMMEDIATE SALES DOLS 160,000; 12 MONTH PROJECTION DOLS 10 MILLION. TWO PTOS GENERATED WITH VALUE OF DOLS 750,000.

7. CAMPAIGN 6. ACTION 2: NO ARTICLE IN SCAMBI DUE TO LACK OF MATERIAL ON CONSUMER GOODS. HOWEVER, SEVEN "NEW PRODUCT" NOTES WERE PUBLISHED. ACTION 4: PRESS RELEASES ISSUED ON HI-FI AND CLOTHING SHOWS. OTHER ACTIONS ACCOMPLISHED, INCLUDING 38 INDUSTRY CALLS FOR HI-FI SHOW (ACTION 1) AND CONTACTS (ACTION 6) YIELDED 21 PTOS VALUED AT DOLS 16 MILLION. ALSO, PROMOTION OF ATTENDANCE AT FBP AND NON-FBP SHOWS HAD FOLLOWING RESULTS: (A) 6 BUSINESSMEN VISITED "SKI INDUSTRIES OF AMERICA SHOW", UNCLASSIFIED

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LAS VEGAS, 18-23 MARCH.

(BL 7 BUSINESSMEN VISITED "NATIONAL HOUSEWARES EXPO", CHICAGO, ILL., JANUARY 17-20.

(C) TWO MILAN TRAVEL AGENTS SENT TOTAL OF 25 VISITORS TO "INTERNATIONAL AIR-CONDITIONING, HEATING, REFRIGERATION EXPOSITION" IN CHICAGO, 14-17 FEBRUARY.

8. CAMPAIGN 7. LIMITED ACTIVITY DURING QUARTER. THERE WERE NO PRESS RELEASES ISSUED (ACTION 5) FOR SAME REASONS GIVEN ABOVE. ARTICLES IN SCAMBI COMMERCIALI (ACTION 6) APPEARED IN DECEMBER 76 ISSUE (1ST QUARTER) AND MAY ISSUE WILL CONTAIN ARTICLE. VTR REPRESENTATIONS (ACTION 7) DID NOT TAKE PLACE, AS VTR NOT AVAILABLE. STRONG PROMOTIONAL EFFORT UNDERTAKEN TO PROMOTE DALLAS NATIONAL COMPUTER CONFERENCE.

9. CAMPAIGN 8. ALL ACTIONS COMPLETED EXCEPT 3, WHICH WILL BE

DONE LATER (TRAVEL MART IS TO BE HELD IN SEPTEMBER), ALTHOUGH FLORENCE HAS ALREADY PREPARED LIST OF TRAVEL AGENTS TO PROMOTE EVENT.

10. NON-CAMPAIGN INITIATIVE ACTIVITIES:

(1) NON-CAMPAIGN MILAN TC SHOWS CANCELLED.

(2) MAJOR PROJECTS/PRODUCTS:

(A) LARGELY DUE TO ECONOMIC CLIMATE, MAJOR PROJECT ACTIVITY WAS STAGNANT IN AREAS ALREADY IN PROGRESS, E.G., NAPLES SUBWAY, DEPOLLUTION PROJECTS. HOWEVER, SIGNIFICANT OPPORTUNITIES DEVELOPED ELSEWHERE. THESE PROJECTS WERE GENERALLY PRIVATE SECTOR RATHER THAN PUBLIC SECTOR. ONE EXCEPTION WAS PREPARATION WORK PERTAINING TO PROPOSED VISIT TO US OF POSTS AND TELCOMMUNICATIONS MINISTER, WHICH OFFERS STRONG POSSIBILITY FOR US SOURCING UNCLASSIFIED

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OF LARGE TELECOMMUNICATIONS HARDWARE ORDER AND LICENSING/JOINT VENTURE PROJECTS IN OPEC AND LESS DEVELOPED COUNTRIES.

(B) OTHER ACTIVITY INCLUDES PNEUMATIC CONVEYING SYSTEM, CITRUS PROCESSING HARDWARE, AND CONTINUING MONITORING OF NUCLEAR ENERGY PROGRAM.

(C) 16 NON-CAMPAIGN TRADE OPPORTUNITIES WERE GENERATED DURING PERIOD.

(3) ALL FOREIGN BUYER PROGRAM SHOWS OF INTEREST TO ITALY ACTIVELY PROMOTED. EMBASSY AND CONSULATES HAVE ESTABLISHED DIRECT WORKING RELATIONSHIPS WITH TRAVEL AGENTS, AIRLINES AND OTHERS, RESULTING IN PROMOTION OF SHOWS IN TRAVEL BROCHURES AND OTHER PUBLICATIONS (E.G., THE IMPORTANT MAGAZINE PROMOZIONE, A MILAN INITIATIVE). SEVERAL PRESS RELEASES ISSUED. SOME NON-CAMPAIGN HIGHLIGHTS WERE: A) 10 VISITORS FROM MILAN TO INTERNATIONAL TRUCKING SHOW, ANAHEIM; B) 7 FROM FLORENCE TO NRA RESTAURANT/HOTEL/MOTEL SHOW, CHICAGO; C) INDIVIDUAL TEXTILE BUYER FROM FLORENCE (EST. PURCHASE DOLS 3 MILLION); AND D) DEVELOPMENT BY PALERMO OF PLANNED GROUP VISIT (ESTIMATE IS 25) TO APARTMENT/BUILDER/DEVELOPER CONFERENCE, LAS VEGAS, SPONSORED BY INDUSTRY FEDERATION AND SICILIAN BUILDING CONSTRUCTION ASSOCIATION.

(4) INVESTMENT PROTECTION - COMPANY PROBLEMS CONTINUED OCCUPY SUBSTANTIAL TIME WITH MAIN ACTION TAKING PLACE AT ROME (FOLLOW UP ON COMPANY PROBLEMS REPORTED FROM POSTS, PHARMACEUTICAL PRICING PROBLEM); NAPLES (LABOR DIFFICULTIES AFFECTING 5 US OWNED COMPANIES); TURIN AND GENOA (WHERE SINGER AND TORRINGTON PLANTS OCCUPATION BY WORKERS CONTINUE).

(5) DORMANT PENDING SOFTWARE REVISION.GARDNER

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